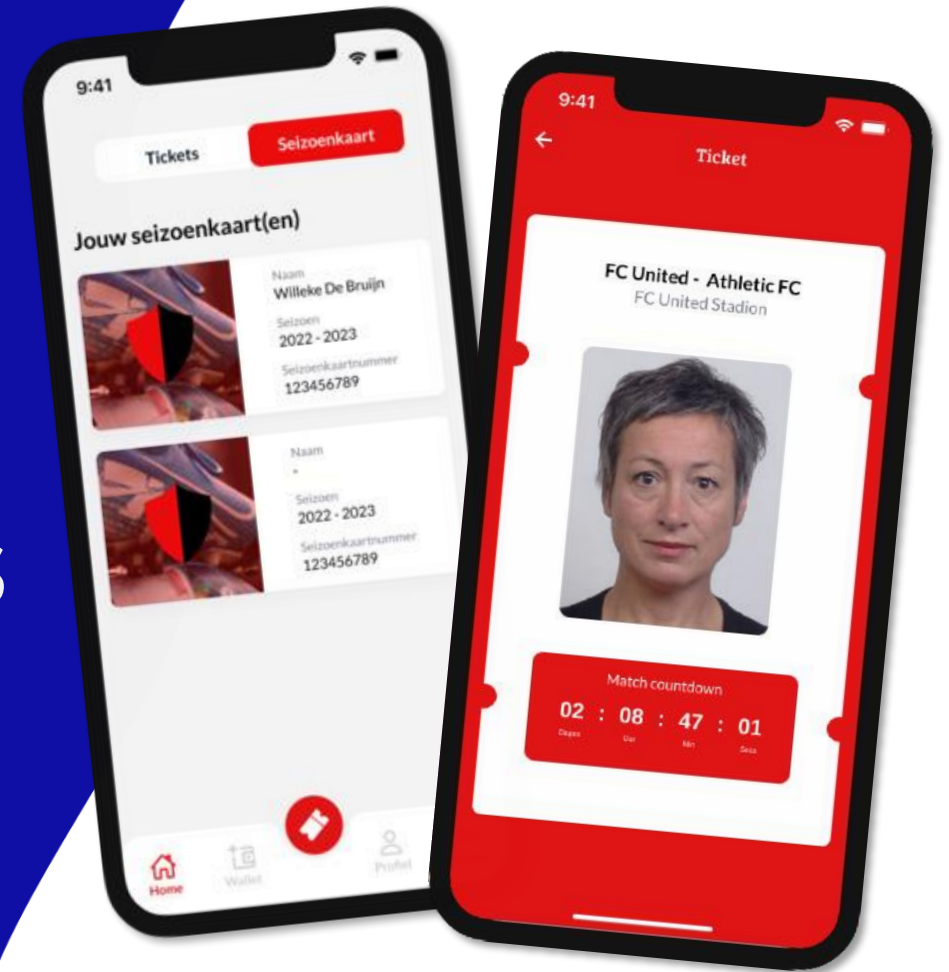


DIGITAL IDENTITY BASED ACCESS

Sustainability in getting to and in stadiums with Siip

Siip Group
June 2023



‘Safe, personal & digital access
to every stadium’

Unlimited potential to
foster fan engagement



COMPANY OVERVIEW

Siip – innovative Dutch start up

Established
as a start up
in 2021

This is Siip

Dutch innovative software company providing solutions in digital identity- & access management.

Siip facilitates a verified self-sovereign digital identity that acts as a personal key to unlock unlimited potential in sports and entertainment.

With an ingredient solution to a smartphone app of a football club, event or festival.





Remco Voorhorst
Founder & CEO



Jan Brink
Founder & CFO



Ramon van Ingen
Founder & CTIO



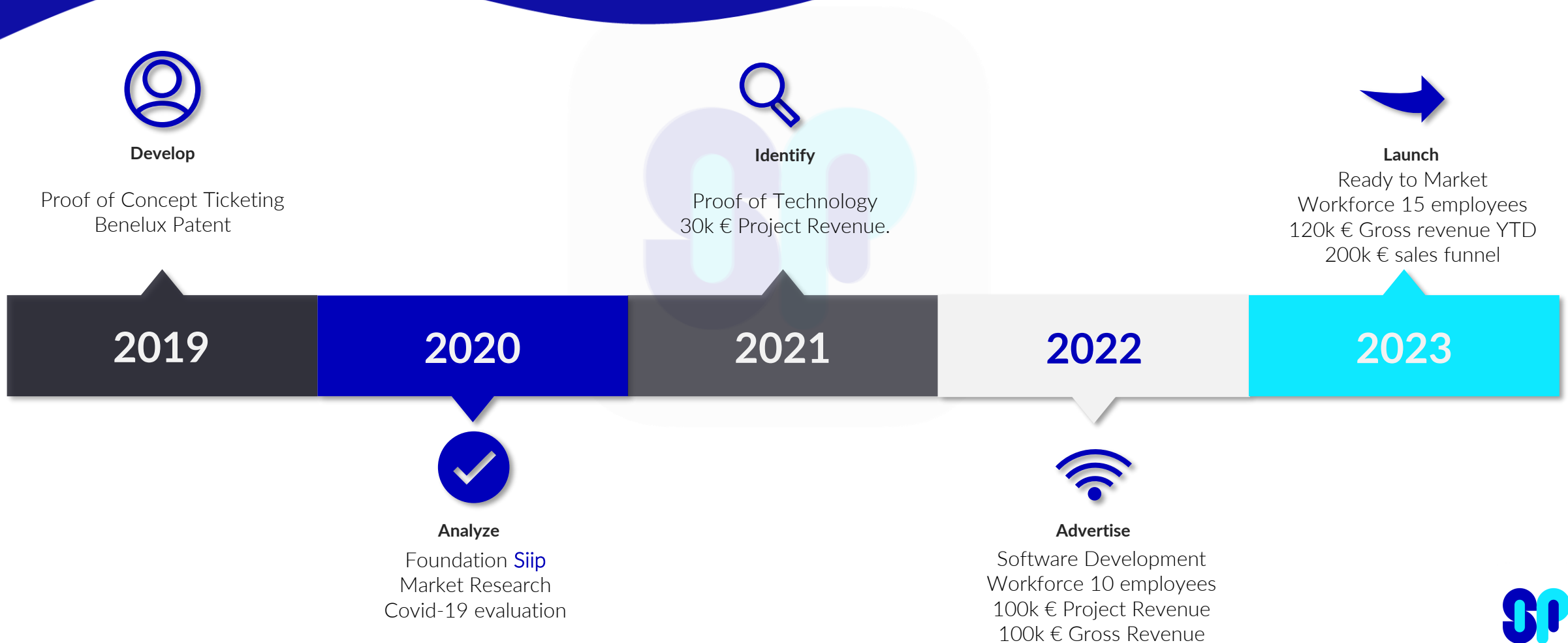
Laurens de Lange
Director strategic development

[Our team](#) has grown since 2021 to over 15 colleagues

OUR TEAM
Multidisciplinary, innovative & growing

THE SIIP TIMELINE

From Proof of Concept to Ready to market



Sustainability challenges of today:



Ticketing challenge

- Paperless
- Plasticless



Digitization in mobility

- Smart mobility to the stadium
- Encourage sustainable transport

‘How can we provide a seamless and personalised digital fan experience in getting to the stadium in a sustainable and efficient way and to access a stadium without paper tickets or plastic seasoncards?’

THE CHALLENGE
In stadiums

Other challenges of today:



Digitization of society

- Privacy compliancy
- Multiple username/password & registration burden



Ticketing problems

- Fraud & scalping
- Age compliancy
- Not knowing who your visitors are (just the buyers)



Safety issues

- Safety issues (misbehaviour)
- Access despite stadium bans

‘How can we provide a seamless and personalised fan experience that keeps fans coming back for more, creating a strong and engaged community?’

OTHER CHALLENGES
In stadiums

The **Siip** solution provides:



Full digital access

Identity based, paperless,
plasticless

100%

knowing who
your visitors are



Increasing safety

Getting to and from the stadium,
and in and around the stadium

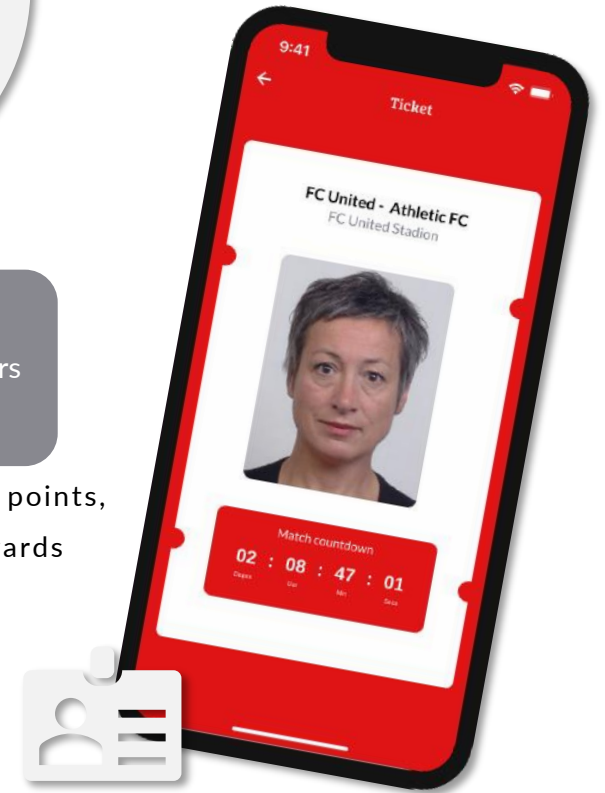
In-app messaging and
push-notifications



Engagement

Communicate with all your visitors
Encourage public transport, car
sharing, etc..

Through loyalty points,
vouchers or rewards



IDENTITY BASED ACCESS
Unlimited potential with **Siip**

PERSONALISED FAN JOURNEY

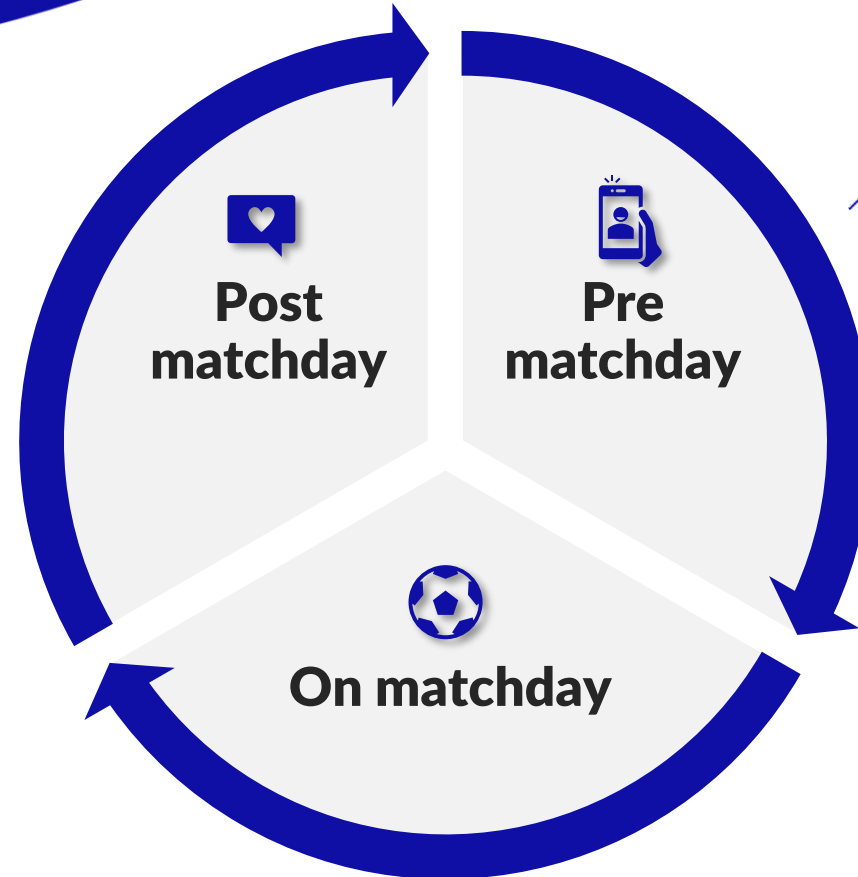
Unlimited potential with **Siip**



It all starts with knowing:

- **Who will visit your stadium?**
- **Who visits your stadium?**
- **Who visited your stadium?**
- **Where do they come from?**
- **When do they come?**

Who was present
last match &
possibly wants to
visit you again?



Who is interested
& wants to be at
the match?



Current situation:
stadiums & football clubs just know the buyers of tickets



Who enters on matchday?
Where do they come from?
When do they come?

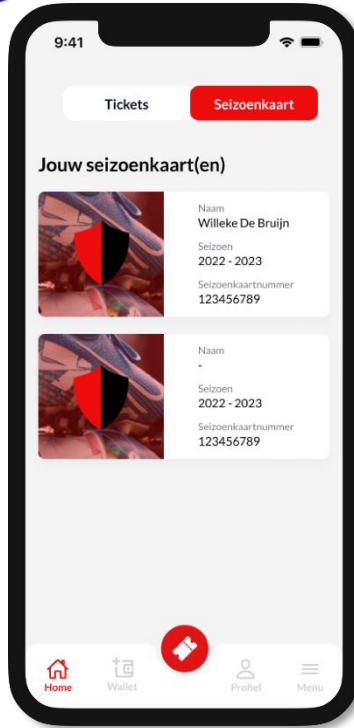


PERSONAL ACCESS

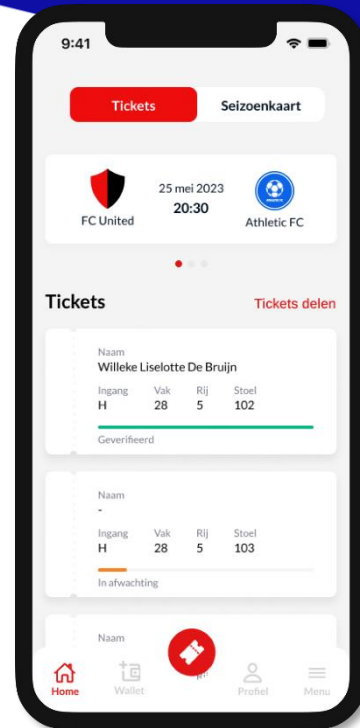
Identity based - with your smartphone



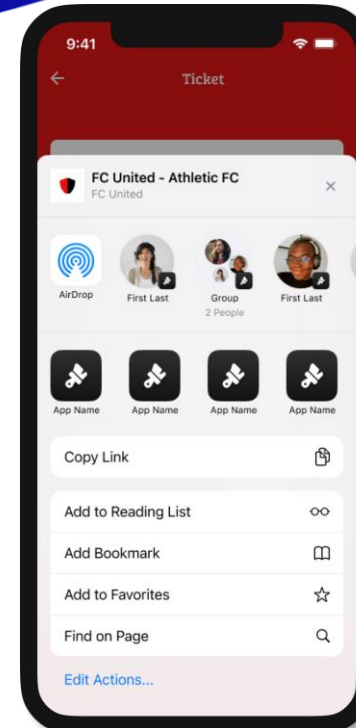
Identify once
in the app
with your
identity
document
to create
a personal
account.



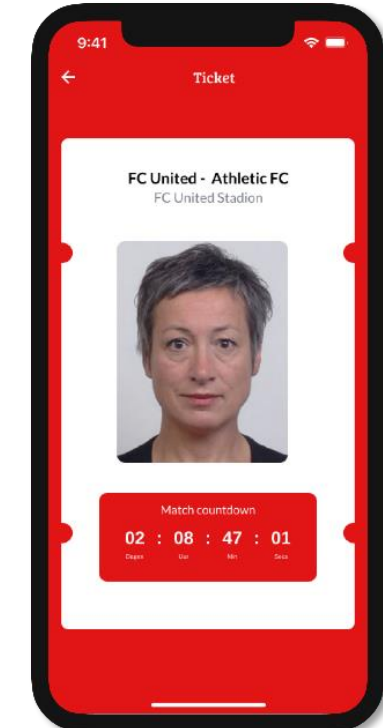
Season ticket
in your app



Personal tickets
in your app



Assigning tickets easily
& smoothly to others



Fast & digital access
to the stadium

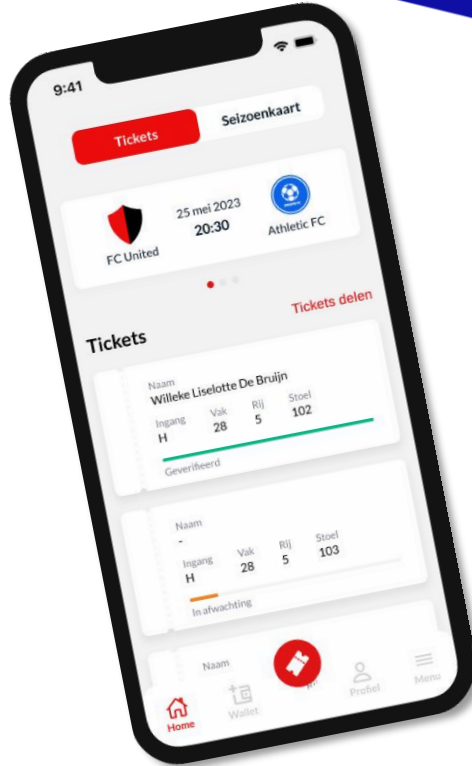
From now on
you'll have
personal
access
username- &
passwordless.
Safe &
GDPR-proof.

All linked to a verified identity



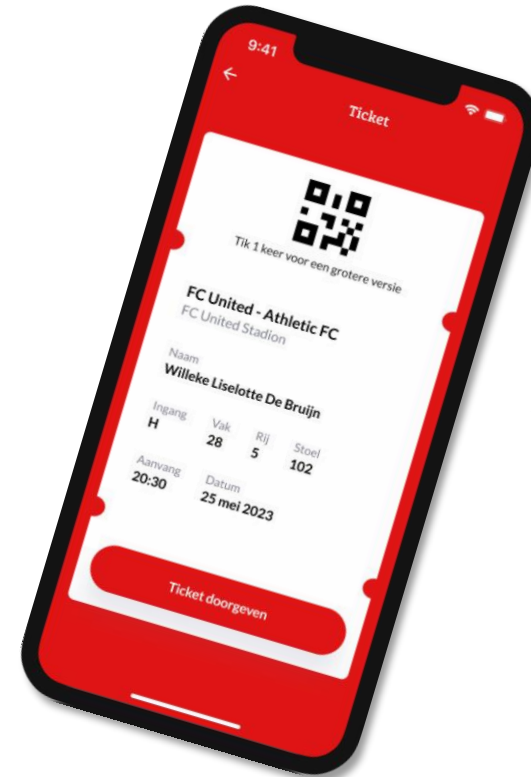
PERSONAL ACCESS

Even when the club doesn't have a fan app yet



The solution can easily be integrated in existing Fan Apps.

In the current Club Fan App



Siip also offers a fan app in the corporate identity of the club.

In a new Club branded Fan App

All linked to a verified identity



THE SOLUTION ALSO INCREASES SAFETY

Getting to, & in and around the stadium



Faster and smarter visitor flow
(smart mobility) & smooth access
to the stadium



Simplifies and facilitates the
mandatory identification process



Personal placement
Only valid tickets



Account is not transferable.
Access right is; 100% identity based



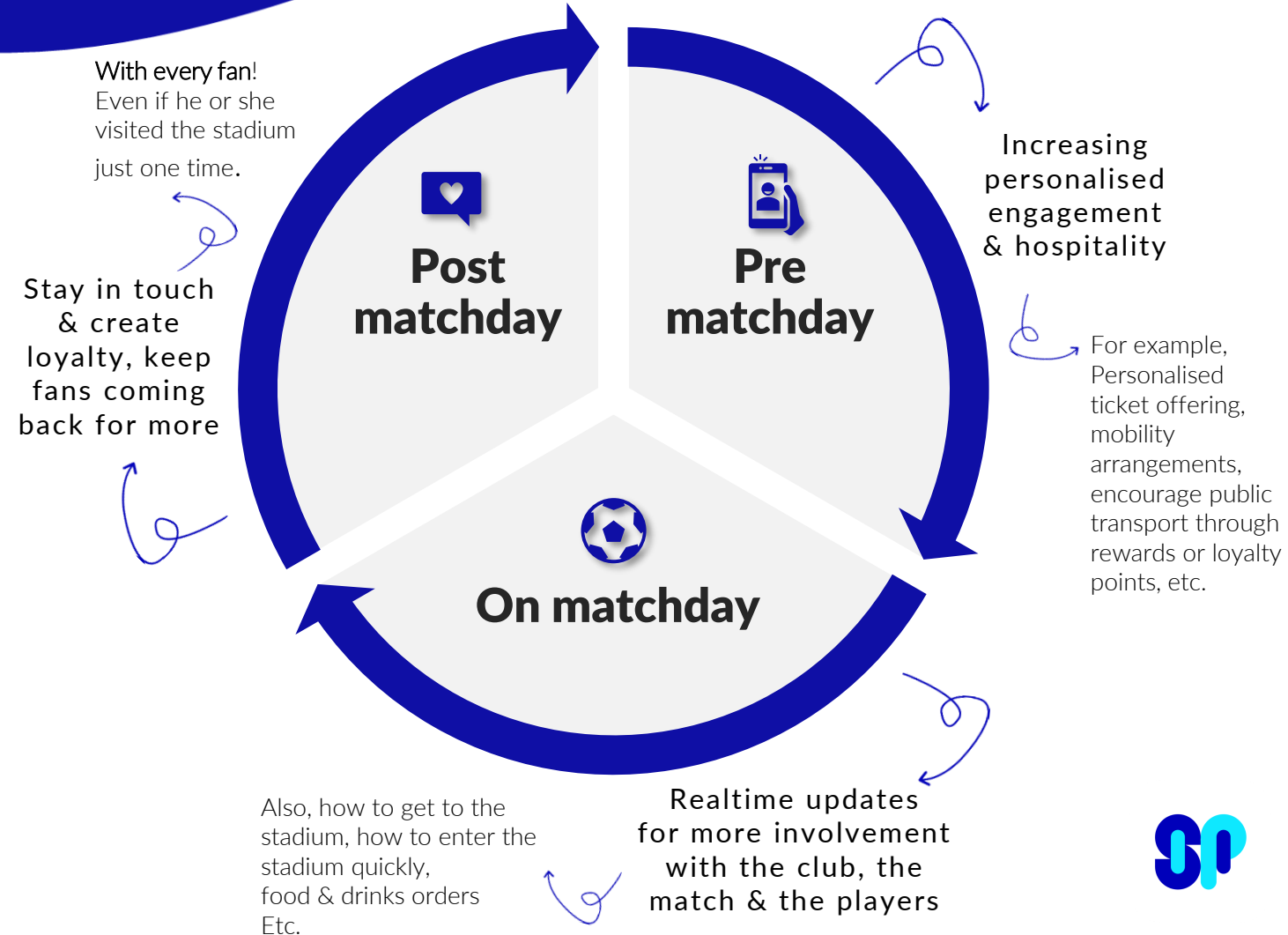
ENGAGEMENT

Communicate with all your visitors

Not just the buyers of tickets



Imagine how this could lead to increased hospitality, efficient mobility, efficient access and improved safety and therefore, **building a strong, sustainable and engaged community**, that is rewarded for smart sustainable mobility and digital access





The Siip software:

Dutch patent granted, European patent granted



GDPR compliant



Scalable, secure, resilient, international and customized

Ingredient brand

- Integrates easily
- Plug and play compatible with all ticketeers
- Multi-platform application
- API based and connects fluently with CRM systems

How Siip works

Identify once in the app with your identity document to create a personal account.

From now on you'll have **personal access, usernameless & passwordless.**

Safe & GDPR-compliant:
All data is stored encrypted on your smartphone.

Necessary data is shared, always with **consent** of the user.



THE TECHNOLOGY

Easily integrated, scalable, safe & ready to be implemented

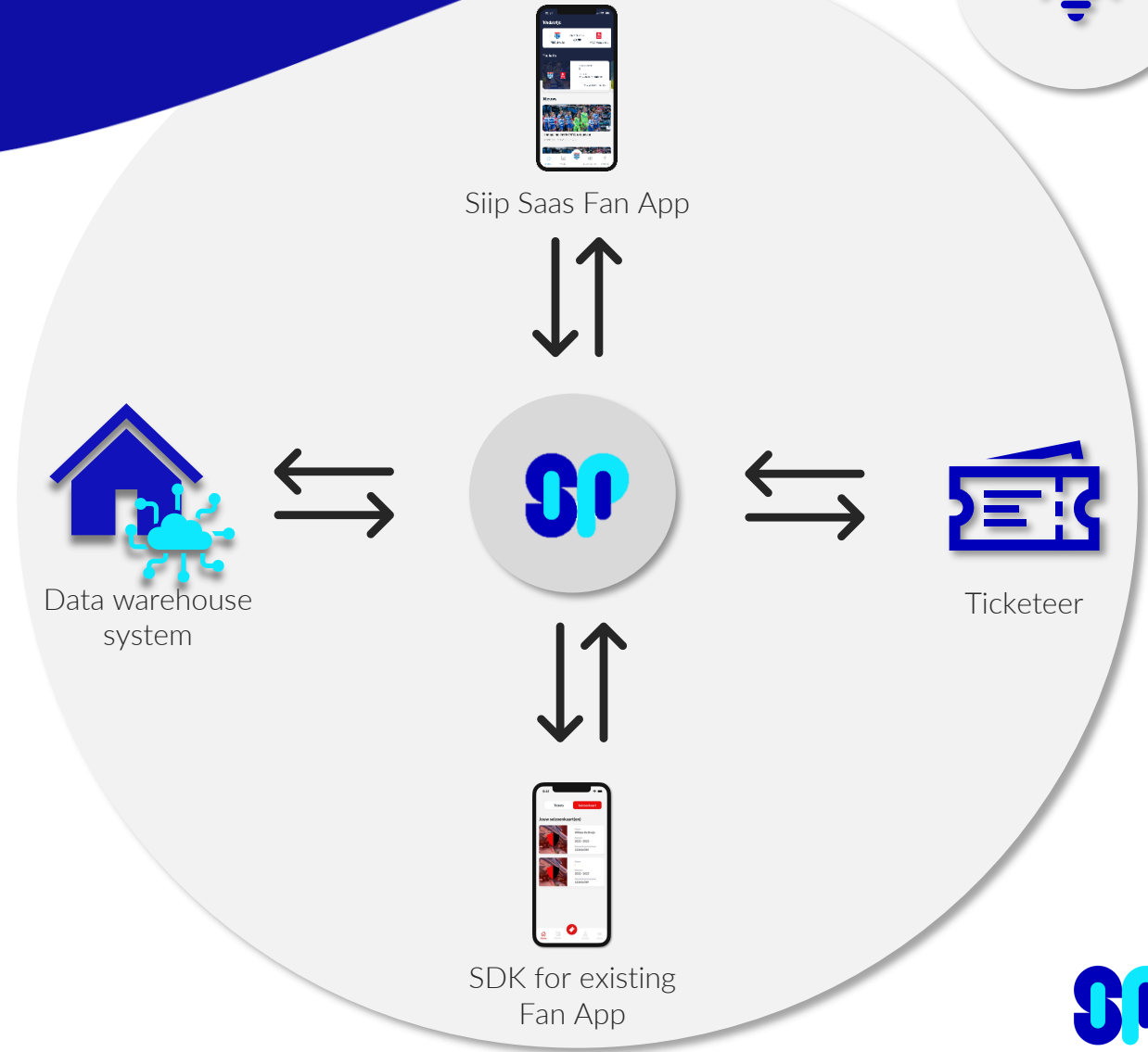
EASY TO IMPLEMENT IN IT-ECOSYSTEM

Siip as an orchestrator



What is Siip?

- An add-on
- Is ingredient
- Is **not** a ticketeer
- Is Single Sign On
- Is 100% identity based
- Is international



PROVEN TECHNOLOGY

Ready to market & scalable

The **Siip** solution

has been **showcased** during a game of the Dutch national women football team in 2022 in cooperation with the Royal Dutch Football Association.



is implemented in the fan app of a Dutch professional football club in 2023.



is used at an international event in 2023.



works together with several knowledge and technical partners.



is or will be connected to International ticketeers.



FULL SAAS SOLUTION

Multi sided platform

B2C:
Free of charge

B2B:
License fee
Subscription
 $P \times Q$

- Implementation fee
- $P \times Q$ (based on stadium capacity)
- Feature development
- Identified Fan Data
- Increase revenue via fan monetization
- Broaden and optimize your sponsorship portfolio

 Always with consent of the fan





Business Website Siip



Find usecases
with **Siip**



LinkedIn-page Siip



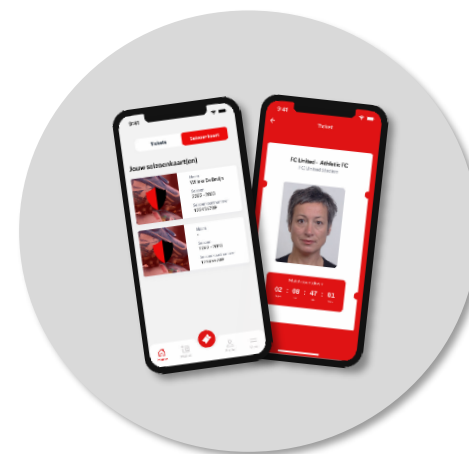
Read blogs about
personal access and
its benefits



Remco Voorhorst
+ 31 6 51 51 06 35



CEO of **Siip** with years of
experience in football, ticketing-
& hospitality organizations



In season
'23/'24?

CURIOUS ABOUT POSSIBILITIES?



Please contact **Siip!**



Trusted by **Siip**